

Public Policy Committee  
4-4-07

Present: Jamie Palagi, Mary Jane Standaert, Jeanette Hall, Linda Tracy, Angi Rayfield, Terilyn O'Connell, Roy Kemp.

New Chair Chosen: Jeanette Hall volunteered

The following additions were made to the agenda: state plan, legislative representative, health rep, parent rep, how to replace vacant seats.

School Readiness Consumer Education Update:

School Readiness ads are complete, showing on TV and radio, teams can connect with their stations, letters will go out to medical professionals asking for their assistance in distributing brochures. Brochures are going to community teams, legislators, state administrators, summit attendees, medical profession, R&Rs, Head Starts, etc. Jamie will share costs of ads and distribution plan in minutes. Jeanette mentioned that wording on ELG poster implies that ELGs should be used for school readiness. The Dept. is asking R&Rs to coordinate public awareness campaign with them. A conversation followed about informing teachers and providers about ECSB programs because so many are not aware. Roy mentioned that we want to make sure local Chambers of Commerce have child care information available to inform on Ready Services in the community specific to child care. A general brochure should be created if not already available that provides information about the R&Rs and about early childhood services in the community. Roy could consider printing a brochure at the state if R&R would distribute. There was further discussion that maybe next year, an extension of the current public awareness campaign could focus on the Ready Services piece of the equation.

Community Guidance on School Readiness to promote the formula: Workshops need to be set up to promote and educate in addition to the brochure distribution. There was discussion that R&R's include School Readiness in their training calendars. Jamie suggested focusing on the Ready Formula. The committee felt a recommendation should be made to suggest asking R&Rs to include training by utilizing the Ready Formula in the training calendar. R&Rs would need training on the Formula which may mean that ECSB would provide a train the trainer or R&R's could utilize the local community team. MJ suggested that MtAEYC take on some of this project to take to the next level focusing on community specifics that support school readiness. It is important to get the focus off of child being ready to getting the infrastructure supporting readiness. Additionally, discussion focused on information for parents to make quality choices when looking for child care. Linda will share the NACCRA publication on what to look for in quality child care. Linda asked if there is a committee description for the public policy. Jamie will research and either attach to minutes if there is a description, or will place on the agenda for next time if we need to create a committee description

Legislator Rep: Roy pointed out that a recommendation was made in the Nov. MECAC minutes for two legislators.

Full Time Kindergarten: Discussion occurred on this current legislative activity, it was emphasized that FT K is voluntary and needs to be appropriate. Where do our (schools and child care) missions intersect? It is important to communicate the infrastructure that does exist and ask questions, “What happens when school is not in session? What happens at the end of the school day?” We also recognized that it’s not MECAC’s responsibility to provide guidance that is prescriptive or to provide guidance that is outside the scope of the mission/intent of MECAC and the ECSB. But possibly we could raise awareness that there will be child care needs if full time K is implemented.

A formal recommendation should be made to write a response to submit to school districts, etc. indicating that current child care options could change and may not be available since it would not necessarily be viable for child care to continue keeping full time slots open for that age group and there is a concern about afterschool care and out of school time care. In this response it would be a good idea to include resources available for communities. Jamie will take a stab at drafting a statement, committee will review. Further discussion continued on Quality environments and settings in KG and child care. Roy reminded the group that quality is not the same as minimum standards. Discussion followed on Child Care Act. 52-2-700 code annotated.

State Plan : Please send feedback to Patti and Jamie on Section 2 and Section 4. The plan will be emailed to the council and comments/questions need to be back by April 20.

Process to fill vacancies and alternates: Should it be annually? Or as vacancy occurs? Parents on subsidy could get a mailing. Could a business partner from SR pay for a parent employee to attend? The committee recommends any vacancy that occurs in mid term shall be replaced through the nominating process as soon as possible, and the ECSB should discuss with the Governor’s office the most efficient way to accomplish reappointments.

Membership of committee: recommend changing the AAP representative to general or any health care provider that has connection to their professional association and to early childhood practices/profession. The public policy committee recommends that a new list be generated documenting who and what area they represent for each committee makeup and then attach to the full council minutes. Public Policy sees these folks as important to their committee work-

- Child welfare
- Provider/MTCCA
- R&R
- Business
- Licensing
- MtAEYC/provder
- Head Start
- County Commission
- Public Assistance
- Tribal
- Legislator- may rotate

OPI  
Low Income Group  
Organized Labor

The Public Policy recommends to the council that prior to the first meeting of the year, the outgoing council chair and the incoming council chair review the list of the appointments and their interest in committee assignments and determine member placement on committees, taking into consideration individual preferences and the needs of the committee.

Alternates: The committee recommends that each MECAC member identify an alternate in the event of not being able to attend, the alternate needs to come from the represented group that is identified for purposes of MECAC- the alternate does not need to be formally identified as an alternate, but the appointed member has the authority to designate an alternate in their place. The alternate represents the member on the committee.

The following information is follow-up information as requested during the committee meeting:

Consumer Education Costs and Distribution Plan:

Costs:

\$17,500	Commercial Production for TV
\$ 2,500	Commercial Production for Radio
\$12,000	Commercial Placement & Promotion with Montana Broadcaster's Association

Distribution Plan:

**1. Hospital DO NOT BUNDLE ANY OF THESE HOSPITALS**

Kalispell Regional Medical Center Attention Mindy Fuzesy 310 Sunnyview Ln Kalispell, MT 59901 (406) 752-1745	1000
St. James Healthcare Attention Debbie Forkan 400 S. Clark Street Butte, MT 59701 (406) 723-2500	475
Billings St. Vincent Attention Vicki Sulset (Labor and delivery) 1233 North 30th Street Billings, MT 59101 (406)657-7000	1400

Billings Clinic (Formerly Deaconess) Attention Laurie Radue (Family Birth Center) 1233 North 30th Billings, MT 59101 (406)657-4000	1500
Missoula Community Medical Center Attention Michelle 2827 Fort Missoula Road Missoula, MT 59804	1650
Bozeman Deaconess Hospital Attention Susan Connely 915 Highland Blvd Bozeman, MT 59715 (406) 585-5000	500
Marias Medical Center Attention Rachael 815 Oilfield Ave Shelby, MT 59474 (406) 434-3200	100
Benefis Healthcare Attention Caroline McConville 1101 26th St. S Great Falls, MT (406)455-5000	1400
Sidney Health Center 216 14th Ave SW Sidney MT 59270 (406) 488-2100	25
North Valley Hospital Attention Carla Herrmann 1600 Hospital Way Whitefish MT 59937	300
<b>2. PTAs DO NOT BUNDLE</b> must be mailed by the 17th-priority mail ship to be in Laurel by April 19th Danielle Kopp, MT PTA Leadership VP, PO Box 383, Laurel, MT 59044	300
<b>3. CCR&amp;R DO NOT BUNDLE</b> Drop ship to the CCR&R listed below	
Child Care Resources 127 East Main, Suite 314 PO Box 7038	500

Missoula, MT 59807-7038	
HRDC District 7 7 North 31st Street PO Box 2016 Billings, MT 59103-2016	500
The Nurturing Center 146 Third Ave West Kalispell, MT 59901-4428	500
Family Connections 600 Central Plaza, Suite 225 Great Falls, MT 59401-3157	500
Child Care Partnerships 901 North Benton Ave Helena, MT 59601-2751	250
Butte 4C's 101 East Broadway Butte, MT 59701-9335	250
Child Care Connections 317 E Mendenhall, Suite C Bozeman, MT 59715-3684	250
Hi-Line Home Programs, Inc. 605 Third Ave South Glasgow, MT 59230-2408	100
HRDC District VI - Child Care Link 300 First Ave North, Suite 203 Lewistown, MT 59457-1700	100
District IV HRDC - Child Care Link 2229 - 5th Ave Havre, MT 59501-5217	100
DEAP Child Care Resource & Referral 218 West Bell, Suite 209 Glendive, MT 59330-1644	100
DEAP Child Care Resource & Referral 2200 Box Elder, Suite 151 Miles City, MT 59301-5930	100
<b>4. Head Start Collab Offices PLEASE RUBBER BAND BUNDLE (50)</b> Attn. Head Start Office	5000

111 North Jackson Street  
Arcade Bld, 5th floor  
Helena MT 59620

**5. DPHHS Early Childhood Services Bureau PLEASE RUBBERBAND** 6500  
**ONLY 1000 IN BUNDLES OF (50), THE OTHER 5000 CAN BE BULK**

Attn. Patti Russ  
111 North Jackson Street  
Arcade Bld, 5th floor  
Helena MT 59620

**6. DPHHS Early Childhood Services Bureau PLEASE BUNDLE (50)** Remained of Brochures  
Attn.Lee Davis  
840 Helena Ave  
Helena MT 59620

MECAC Committee Descriptions:  
(taken from the 06-07 state plan)

The Program Policy Committee is responsible for the development and oversight of policy surrounding the child care subsidy program.

The Quality Committee provides oversight to the lead agency regarding all Best Beginning programs.

The Public Policy Committee is responsible for public information gathering and dissemination regarding the state plan and any legislative agenda items.